

FIG. 1

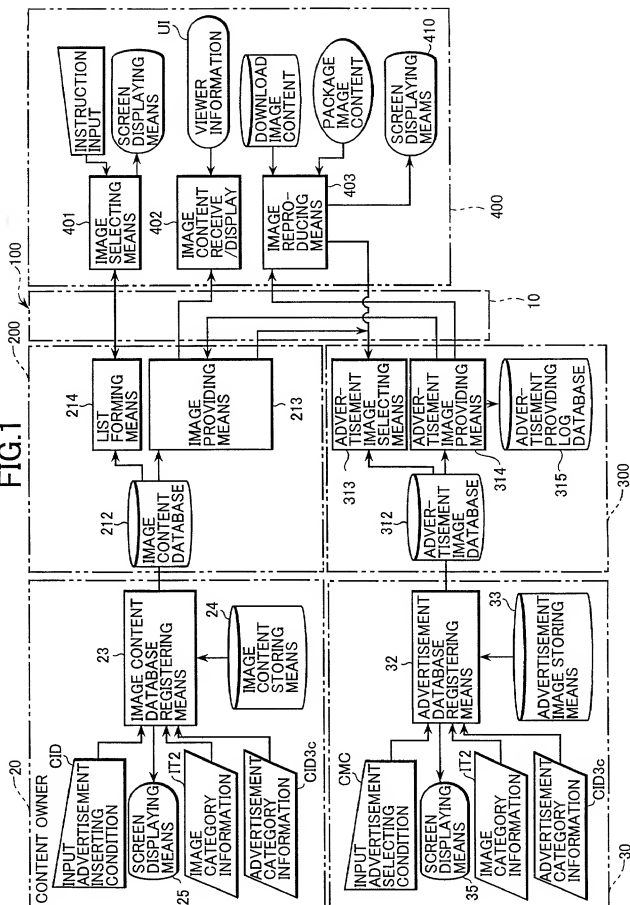


FIG.2

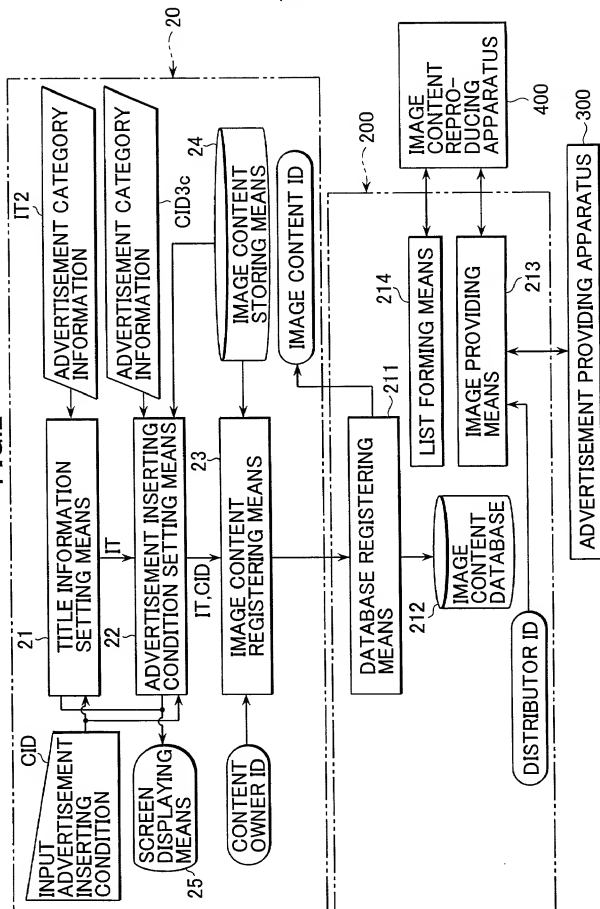


FIG.3A

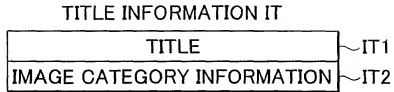


FIG.3B

INFORMATION CATEGORY ~IT2

- 1:INFORMATION/NEWS
- 2:EDUCATION
- 3:BUSINESS
- 4:MOVIE/MUSIC/DRAMA
- 5:SPORT
- 6:VARIETY SHOW
- 7:MEDICAL SERVICE/HEALTH
- 8:GOURMET/COOKING
- 9:LEISURE/TRAVEL
- 10:OTHERS

FIG.4A

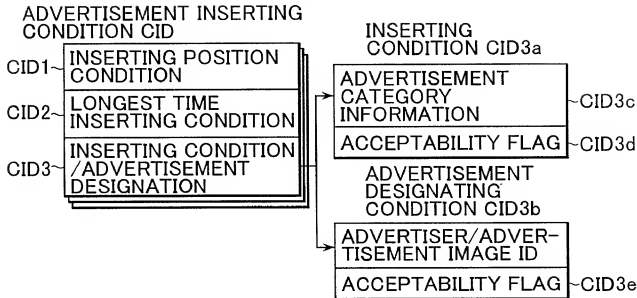


FIG.4B

ADVERTISEMENT CATEGORY INFORMATION CID3c

- 1:ENERGY,MATERIAL,MACHINE
- 2:FOOD,BEVERAGE,TASTE GOODS
- 3:MEDICINE,MEDICAL ARTICLES
- 4:COSMETICS,FASHION,ACCESSORIES
- 5:PRECISION MACHINE,STATIONERY
- 6:HOUSEHOLD ELECTRIC APPLIANCE,AV APPARATUS
- 7:AUTOMOBILE,RELATED PRODUCTS
- 8:HOUSEHOLD ARTICLES,TASTE,SPORTSWARE
- 9:REAL ESTATE,HOUSEHOLD FACILITY
- 10:PUBLICATION
- 11:INFORMATION,COMMUNICATION
- 12:CIRCULATION,RETAIL
- 13:FINANCE,BOND,INSURANCE
- 14:TRAFFIC,LEISURE
- 15:DINING-OUT,SERVICE
- 16:GOVERNMENT,ORGANIZATION
- 17:EDUCATION
- 18:RELIGION
- 19:OTHERS

FIG.4C

ACCEPTABILITY FLAG CID3d(CID3e)

- 0:INSERTABLE ONLY FOR ADVERTISEMENT OF INSERTING CONDITION/ADVERTISEMENT DESIGNATION
- 1:UNINSERTABLE FOR ADVERTISEMENT OF INSERTING CONDITION/ADVERTISEMENT DESIGNATION

FIG. 5

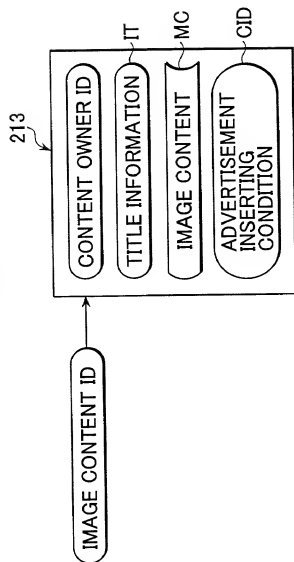


FIG. 6

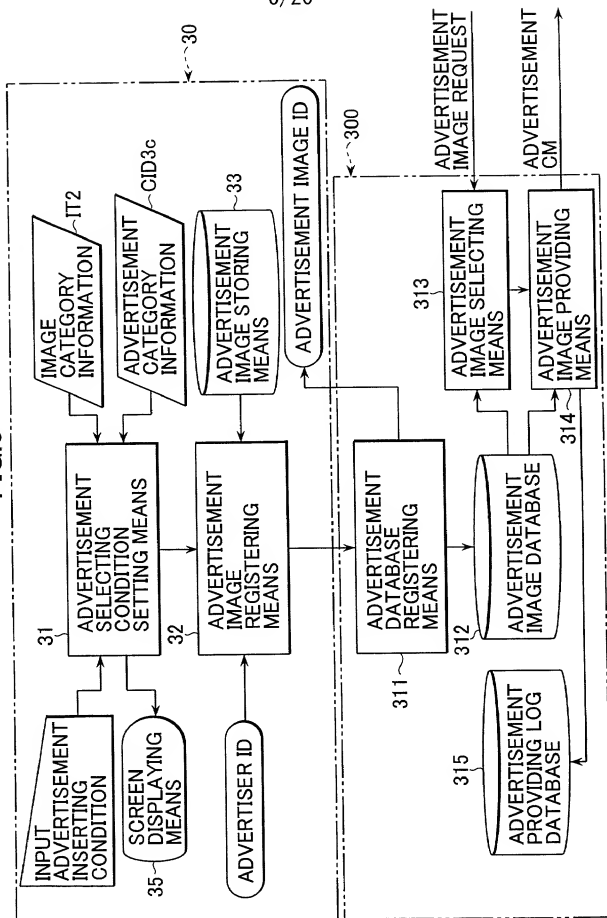


FIG.7A

ADVERTISEMENT INFORMATION CM1	
ADVERTISEMENT TITLE	
ADVERTISEMENT CATEGORY	
ADVERTISEMENT IMAGING TIME	
MAXIMUM NUMBER OF TIMES OF DISTRIBUTION	
DISTRIBUTION PERIOD	

FIG.7B

ADVERTISEMENT SELECTING CONDITION CMC

CONDITION KIND	CMC1
CONDITION DATA	CMC2
WEIGHTING	CMC3

FIG.7C

CONDITION KIND

- 1:GENDER
- 2:GENERATION
- 3:OCCUPATION
- 4:AREA
- 5:TIME BAND
- 6:DAY OF WEEK
- 7:IMAGE CATEGORY

WEIGHTING

- 0:NONE
- $\pm 1-9$:WEIGHTING COEFFICIENT

FIG.8

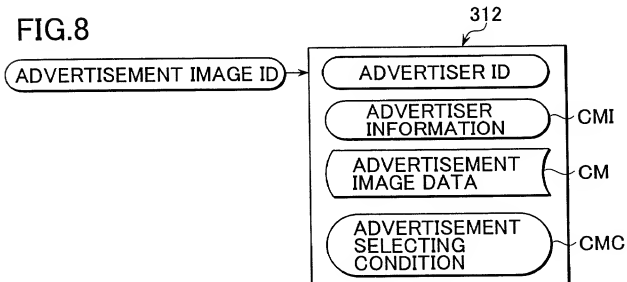


FIG. 9

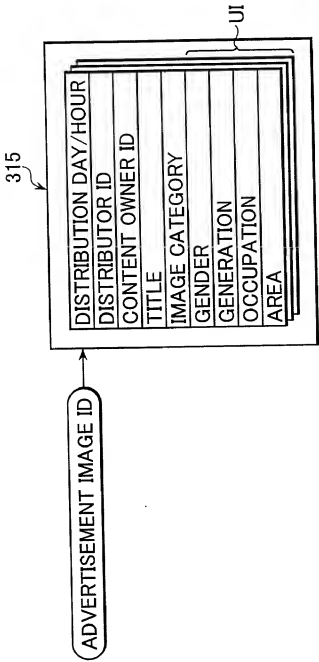


FIG.10

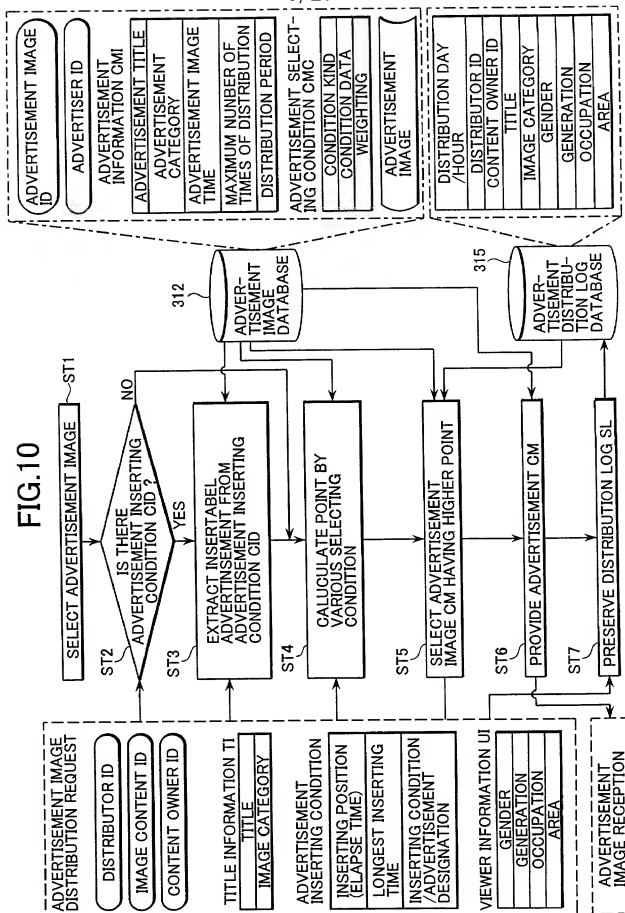
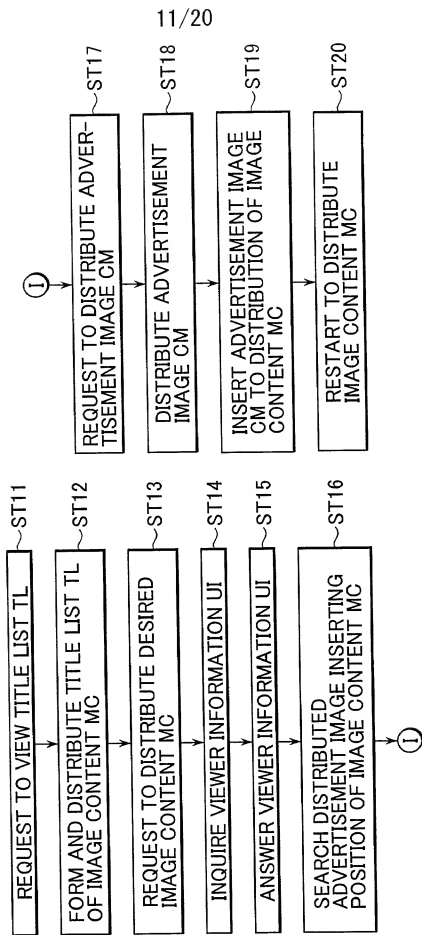


FIG.12



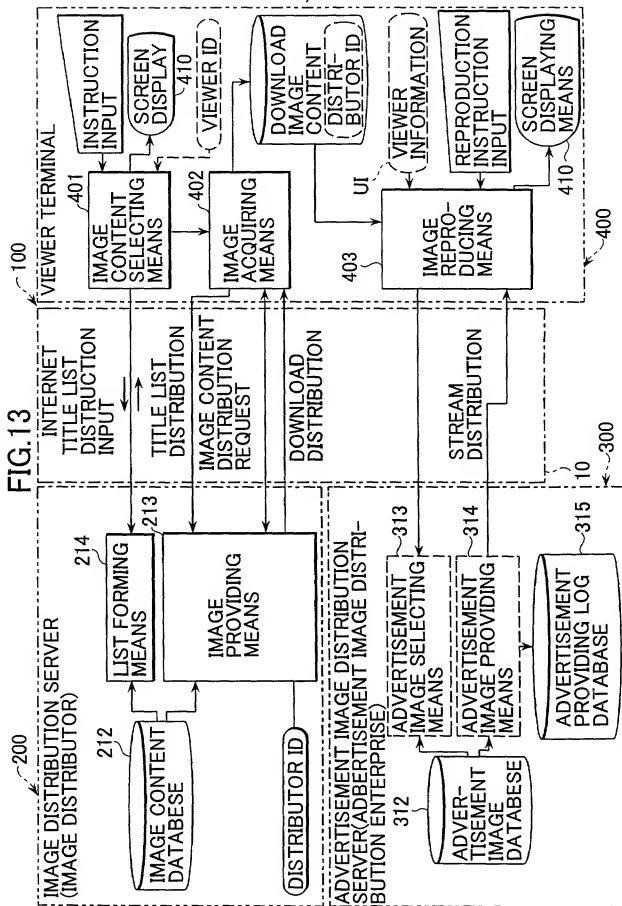
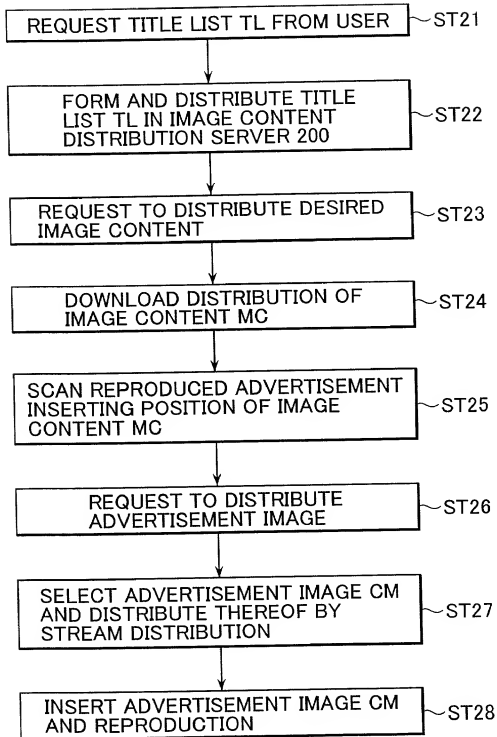


FIG.14



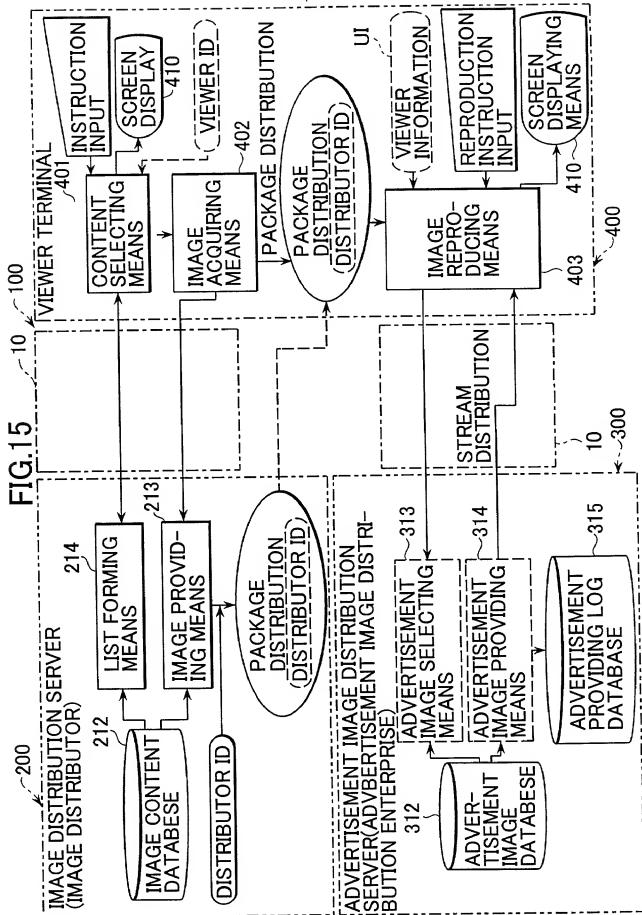


FIG.16

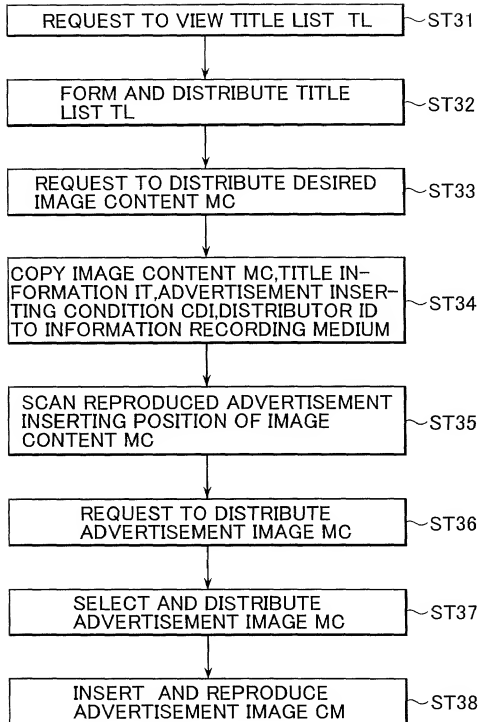


FIG. 17

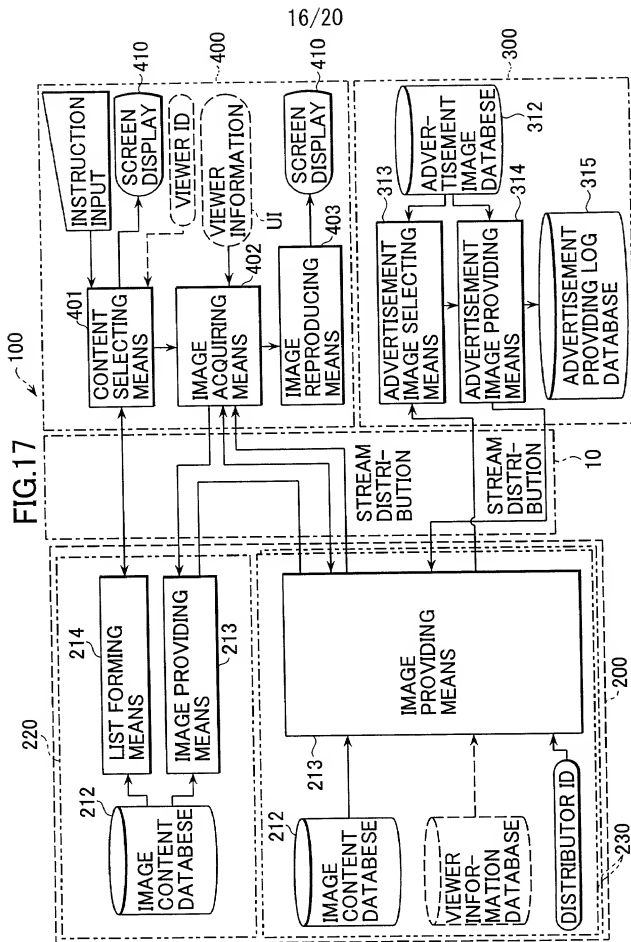
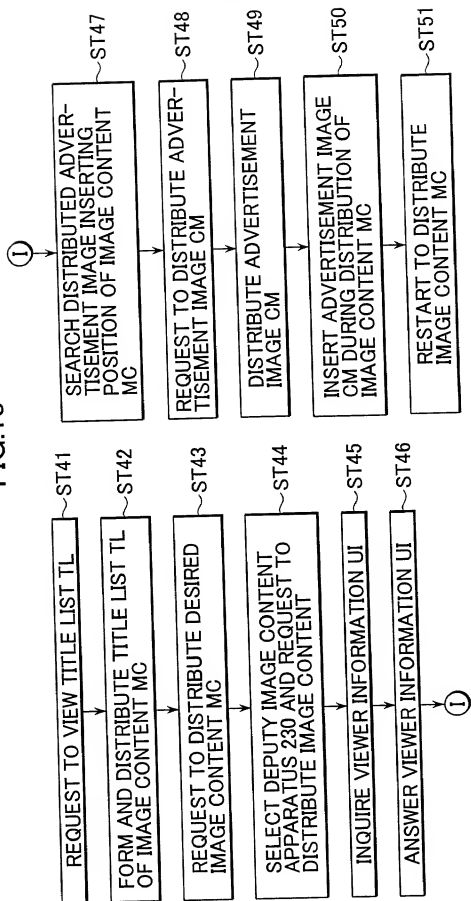


FIG.18



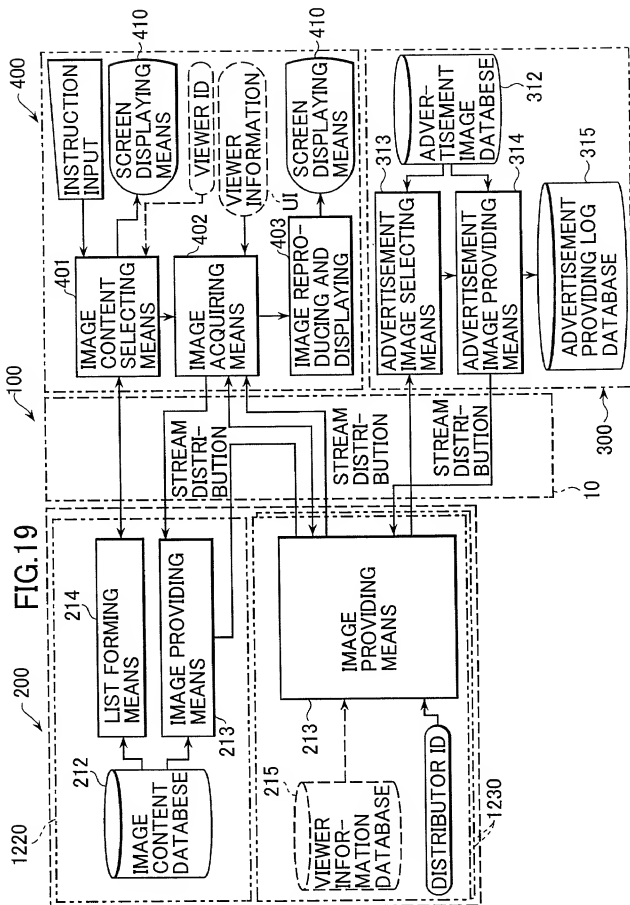


FIG.20

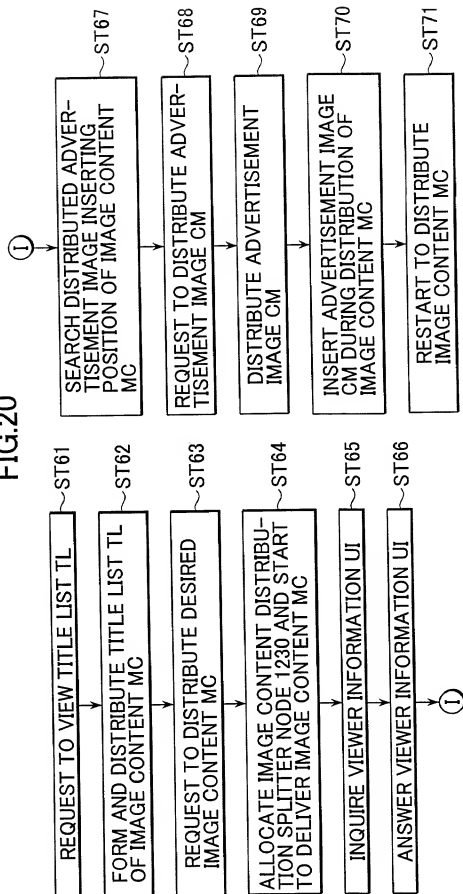


FIG. 21

